

DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER *of* COMMERCE

Vol. 8

OCTOBER, 1919

No. 10



IN THIS ISSUE PAGE 37



THE SOUTHWEST'S GREATEST NEWSPAPER CENTER

A generation ago with a circulation one-third as large as today's, the Dallas News was already Texas' best known and most influential newspaper. Today the pre-eminence is that of a threefold institution, publishing The Dallas News, The Dallas Journal and The Semi-Weekly Farm News.

Each week nearly a million and a quarter copies of these three publications wing their way from News Headquarters into the homes and hands of their readers. It is the greatest flow of power ever poured in the channels of Southwestern progress.

The News issues over 88,000 copies daily—over 105,000 Sunday—to the people of

the Dallas market area. It is the one big national advertising medium of its field.

The Journal issues over 44,000 copies every week-day—practically all of which are read in and around Dallas.

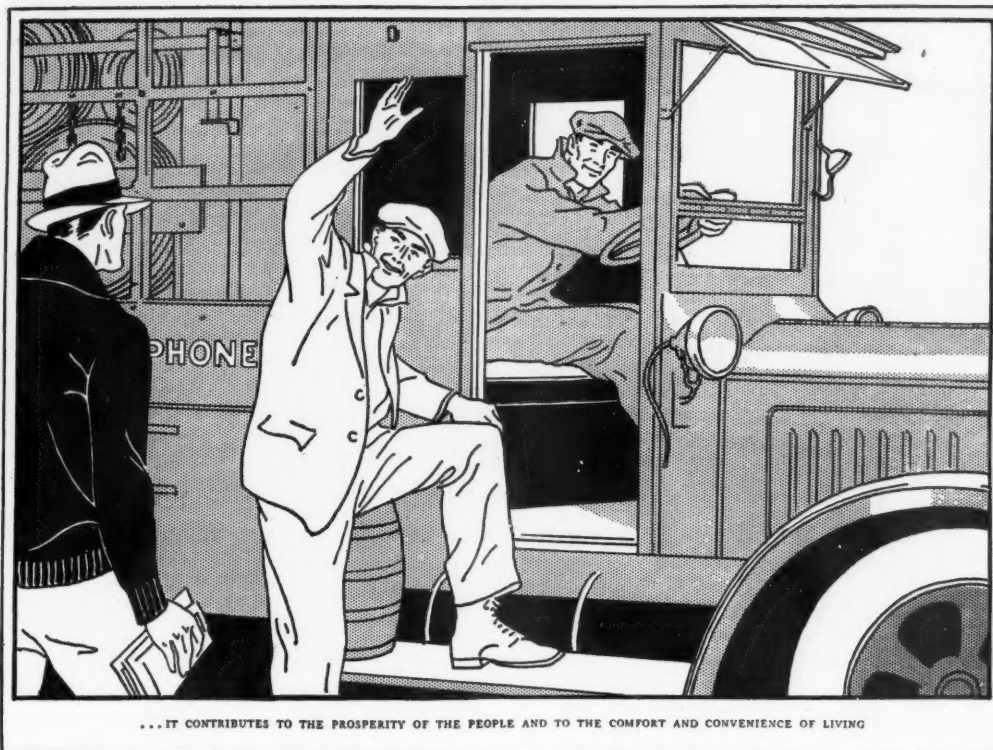
The Semi-Weekly Farm News goes twice each week into over 141,000 homes of the rural market—progressive rural families for whom the "Semi-Weekly" is both a newspaper and farm journal.

These three publications, each in its own way, have grown deep into the lives of Texans, and their advertising value to you is beyond any measure set by figures. Upon the News and Journal there is an especially attractive combination rate.

The Dallas Morning News

The Dallas Journal & The Semi-Weekly Farm News

the Telephone Grows with the Country



...IT CONTRIBUTES TO THE PROSPERITY OF THE PEOPLE AND TO THE COMFORT AND CONVENIENCE OF LIVING

THE BELL SYSTEM must march a pace ahead of the new civilization on this continent, a civilization of better opportunity for the average man. The telephone contributes to the prosperity of the people and adds to the comfort and convenience of living.

It is used by the many. The time and money it saves are as important to the small business as to the large. The humblest home depends on it for aid in emergency, to run errands, maintain friendships. It is the aim of the Bell System to keep telephone service so good and so cheap that it will be used universally to make life richer and better. It seeks to lead the way in social and bus-

iness growth. It is raising buildings this year in more than two hundred cities, adding vast mileage to the expanding network of cable, and installing new telephones by the hundreds of thousands.

It is spending more than 550 million dollars this year—one and one-half times the cost of the Panama Canal—for new plant and service improvements. This program is part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else.

There is no standing still in the Bell System. Southwestern Bell Telephone Company



"A salesman whose product or company I do not know hasn't a chance in the world of selling me"

Said a Purchasing Agent

THE CONVERSATION was about salesmen. "The better salesman," said the purchasing agent, "never talks about his goods. He assumes their quality and usefulness are known. He merely makes a friendly call and by his attitude suggests that he is close around and ready to be of service when the buyer needs him. A salesman whose product is unfamiliar or whose company is unknown hasn't a chance in the world to sell me".

The responsibility for making the company and the product well known to the trade rests chiefly on the sales or advertising manager. He is the one to pave the way so the salesman can make his friendly visit and appear on hand ready for service.

Folders, broadsides, illustrated letters, catalogs, are effective means of keeping buyers informed on the company's products and the company's policy.

The Boyd Printing Company, with night and day service on linotypes, 3 big presses, 2 Kelley presses, and an adequate composing and binding room is especially qualified to make quick deliveries on printing of any kind.

Telephone 2-8043

.....
FOR GOOD PRINTING SERVICE
.....

BOYD PRINTING COMPANY

1323-25 WOOD STREET — PHONES: 2-8043; 2-8044

DALLAS, TEXAS

Statement of Condition

of the American Exchange National Bank made pursuant to the
call of the Comptroller of the Currency as of October 4, 1929

ASSETS

Loans and Discounts	\$41,892,951.36
United States Bonds to Secure Circulation	1,945,000.00
Other United States Securities Owned	4,052,590.00
Stock in Federal Reserve Bank	180,000.00
Other Stocks and Bonds	1,060,584.10
Furniture and Fixtures	65,490.33
Real Estate and Banking House	2,507,877.17
Other Real Estate	147,450.00
Customers' Liability Account Letters of Credit	473,818.52
Customers' Liability Acceptances Less Anticipations	1,848,163.79

CASH

On Hand and with Federal Reserve Bank	\$10,425,421.09
With Other Banks	7,384,803.15
With United States Treasurer	97,250.00
	<u>17,907,474.24</u>
Total	\$72,081,399.51

LIABILITIES

Capital Stock Paid In	\$5,000,000.00
Surplus Fund	1,000,000.00
Undivided Profits, Net	3,668,282.04
Reserved for Contingencies	207,500.00
Reserved for Taxes, Etc.	360,675.03
Circulation	1,945,000.00
Letters of Credit Outstanding	473,818.52
Acceptances Executed for Customers	2,139,729.22
Bills Payable	2,925,000.00

DEPOSITS

Individual	\$39,448,781.58
Banks and Bankers	11,159,911.37
United States Government	3,752,701.75
	<u>54,361,394.70</u>
Total	\$72,081,399.51

AMERICAN EXCHANGE National Bank





CONTRASTS....

The whole teeming business world runs on comparisons and contrasts. People are receiving impressions. They act on them as they pile mountain-high. Impressions sweep to success.

What impression does your office make on your business caller? Look at your office through his eyes, and you see how it looks to the piercing, sham-dissembling, keen eyes of the world, that must trust you either to buy or sell.

Contrast your office with the above illustration of a Stewart furnished office equipped with a Doten-Dunton matchless Office suite. If the comparison is not satisfactory, phone.

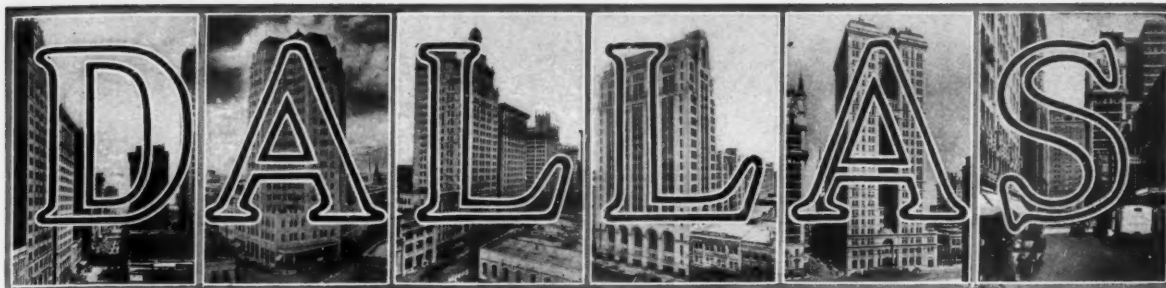
DESK HEADQUARTERS

STEWART OFFICE SUPPLY CO.

1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 8

OCTOBER, 1929

Number 10

Expanding Our Membership

*Campaign adds large number of members to
Dallas Chamber of Commerce*



THE CHAMBER OF COMMERCE extends a cordial welcome to the hundreds of new members who came into the organization during the last two weeks and offers to them its full service in the various departments that make up its organization.

It appreciates their support and pledges itself to carry out to the full extent of its ability an energetic program of civic, commercial and industrial development.

The officers and directors of the chamber are deeply grateful for the efforts of those men who dropped their own business for several days to devote their time to the expansion of the Chamber's membership. They feel that these men demonstrated their faith in the future of Dallas, their confidence in the Chamber of Commerce, and their willingness to work for their neighbors whenever called upon to do so.

It was this willingness that in the past built a great city, coupled with the readiness to respond of the citizenship not already actively engaged in Chamber of Commerce or other organization movements.

In December the annual meeting of the Chamber of Commerce will be held for the announcement of directors, the annual report for 1929 and a discussion of the program for 1930.

It is hoped that the new members and all of the older ones will attend this meeting and become active in the constructive program for 1930 activities.

The policies of the Chamber of Commerce are nothing more nor less than the will of the majority of its members, but to



A BADGE OF SERVICE TO DALLAS

become known these wishes and opinions must be conveyed to the officers.

The membership has voted that quarterly meetings of membership be held and this will be started early in 1930. These meetings will be valuable if they are well attended and are used by the membership for the exchange of ideas. The idea of quarterly meetings was advanced as a method of more securely binding the membership to the officers, directors and staff of the organization. It met with hearty approval by the membership, the vote being more than ten to one in favor of it. The meetings can be extremely fruitful or they can be a mere waste of time and money, depending upon the willingness of the membership to attend them

and take an active part in the affairs of the Chamber.

It is obviously impossible for members of the staff of the Chamber of Commerce to call on all members at frequent intervals, because of the magnitude of the membership and the wide territory over which they are spread. The Chamber therefore invites every member to make periodic visits to the organization's headquarters at the corner of Commerce and Martin, inspect the offices, get acquainted with the various department heads and above all, be free to call on the Chamber for any service within its power to give. In this issue of the magazine on the editorial page is shown a list of officers, directors and a complete list of department heads. These are at the call of the members and the service the Chamber gives to individual members will be limited only by the opportunities opened by the expressed needs of our members.

The following is a list of budget increases made during the last month:

(Continued on Page Eighteen)

Mrs. Herbert B. Carpenter
on
GARRETT CHIEF



At the Horseshow

Blooded Stock to be Shown in New Arena

THE HORSE SHOW at the State Fair of Texas, October 23 to 27, under the sponsorship of the Junior League and Otto Herold, will be a social event of wide interest throughout the state. Nearly all of the boxes in the new live stock coliseum, where the show will be held, have been sold to society leaders.

The horse show officials are bringing some of the most famous horsemen and horsewomen in the United States to Dallas for the show.

These include Mrs. Lula Long of Kansas City, Mrs. A. C. Thompson of Chicago, Mrs. A. Warlick of New York City. Others have entered from one to twenty horses in the various thirty-eight events scheduled on the five-day program.

Entries have already been received from practically every state in the Union which is famous for its fine horses—California,

Iowa, Missouri, Illinois, New York, Indiana and Kentucky are represented. A special train of horse show stock will arrive at the State Fair from St. Louis the day before the horse show opens. All of the noted horses entered in the National Dairy Show horse show have been entered in the State Fair events.

NEW COLISEUM

The new live stock coliseum, with its arena 110 to 168 feet and with a seating capacity of 6,000, has done much to increase the interest in the State Fair horse show. It has brought all of the famous horsemen and horsewomen to the State Fair and has filled the entry lists.

The sale of box seats will continue until all boxes are sold for the season. The sale is being conducted by the Junior League, under the direction of Mrs. Saw-

nie Aldredge, chairman of the sale committee.

A partial list of the box holders follows:

Otto Herold, T. E. Jackson, Phil Prather, Fred E. Johnston, W. T. Davis, W. A. Green, Jr., C. W. Murchison, J. E. R. Chilton, G. G. Wright, Fenton Baker, Otto Schubert, Mrs. S. N. Thompson, John W. Carpenter, E. J. Kiest, Rosser Coke, Ira De Loache, J. B. Adoue Jr., S. J. Houghton, J. F. Reeves, Paul Platter, Pickens Burton, B. B. Tucker, Fort Worth, John Vilbig, Sid Richardson, T. K. Simmons, Louis Spence, Henry Bozeman, Dr. W. G. McPhearson, W. E. Easterwood, Jr., Dudley Mayer, C. B. O'Beirne, Harry Lewis, W. R. Sparkman, Pat Murphy, Neiman-Marcus Co., A. Harris & Co., Sanger Bros., Titcher-Goettinger Co., E. M. Kahn & Co., Carl Preston.

Lights Golden Jubilee.....

Dallas Joins Nation in Honoring

..... THOMAS A. EDISON

GOVERNOR DAN MOODY has accepted the chairmanship of the sponsoring committee for the celebration of Light's Golden Jubilee in Texas, according to an announcement of the executive committee for the celebration. Practically every city in Texas will have special displays of lighting on Oct. 21 when the Golden Jubilee of the invention of the incandescent electric light will be celebrated.

The State Fair of Texas has been officially designated as Light's Golden Jubilee Fair and there the electrical interests of Dallas and of Texas have installed about 50,000 electric lights. In addition to these there will be "Big Tom," the largest electric light ever built.

The main plaza at Fair Park with its avenues leading to the Sidney Smith Memorial fountain and beyond to the Esplanade has been transformed into a spectacular and very beautiful area of multi-colored lighting effects which will give visitors the impression of wandering in golden lanes which lead to an entrancing Grove of Jewels.

It is a fortunate circumstance that the national celebration of Light's Golden Jubilee will reach its climax on October 21 which is in the period of the 1929 State Fair of Texas. Taking advantage of this coincidence the State Fair of Texas directors to cooperate in the national tribute to Edison gave the 1929 Fair the official title of Light's Golden Jubilee Fair. This action was taken so that each visitor to the Fair may participate in the program honoring Mr. Edison. It is estimated that this year the attendance will exceed 1,000,000.

The illumination program undertaken by the electric interests is the most elaborate ever projected in the Southwest. The plan includes the use of about 50,000 lamps in gold, pearl, ruby, emerald and sapphire colors. The basic tone will be in Gold, emblematic of Light's Golden Jubilee. The groves of trees and fronts of buildings will be turned into gold by means of flood lights with golden lenses.

Inside the park three Lanes of Gold will strike the eye of the visitor. These will be formed by huge sprays of golden lamps springing from the three rows of permanent lighting standards which adorn the plaza walks. There are thirty or more of these sprays and each spray contains two hundred and fifty golden lamps.

The Lanes of Gold lead to the superb bronze group of the Sidney Smith Memo-

More Lighting for Downtown District

While all the world this month is joining in the celebration of LIGHT'S GOLDEN JUBILEE it is of interest in this connection to note a movement that is being launched by the Retail Merchants Association, a department of the Dallas Chamber of Commerce, to obtain a more effective and beautiful downtown street lighting system. The matter was given consideration at the recent meeting of the Board of Directors of the Association, which was attended by Street Commissioner Gus Wylie, who expressed the interest of his department and its desire to co-operate. A committee of retailers has been named to follow through on the matter and have had one conference with City Hall officials. An investigation and survey is now being made and something tangible on these lines will likely be presented later.

"Just as brilliantly lighted show windows in a store attract business to that store, so does an artistically and brilliantly lighted downtown district attract and please visitors," comments President Herman Philipson of the Retail Merchants Association. "Our Association this year started the annual practice of giving rewards for the most attractive downtown business buildings completed each year, and the movement for better lights in the downtown district is still another step we have in mind to make Dallas more beautiful."

rial fountain. For the purposes of the illumination plan this group is known as the Spirit of Light. It will be bathed in a flood of golden radiance by means of flood lights concealed in foliage of adjacent trees. The spray from the fountain will appear as a golden mist floating above the group.

From the rim of the basin surrounding the fountain festoons of tiny golden lights will swing to the pedestal on which the figures in the group repose. There will be thousands of these lights twinkling above the water in the basin to give this part of the spectacle the appearance of myriads of stars.

On the outside of the basin a band of blue lights will color the concrete to give this central feature the dual colors of blue and gold, which are Mr. Edison's favorite colors.

To the right of the Spirit of Light group as the visitor proceeds along the Lanes of Light he will see the Heralds of Christmas. This exquisite spectacle will be formed by Christmas lighting effects in the group of permanent firs and cedars on

the lawn in the plaza. This feature is design especially to attract the attention of children and interest them in the significance of Light's Golden Jubilee.

Continuing down the Lanes of Light the beautiful Grove of Jewels will be seen. This grove consists of a large number of giant catawba trees in the midst of which the bandstand will be located. More than one hundred and fifty bands from cities in Texas will play a continuous concert in this grove morning, afternoons and evenings.

The Grove of Jewels illumination in the evenings will show the Tree of Gold in one direction from the bandstand, the Tree of Pearls in another direction, while the Tree of Rubies, the Tree of Emeralds and the Tree of Sapphires will also appear in this area.

The Grove of Jewels will be the high point in Lights Golden Jubilee Fair illumination on account of its central location and its adaptability to the purpose of attractive illumination. The Tree of Gold will be made by swinging thousands of golden lamps in the tree selected for this purpose. Similarly, the Tree of Pearls will be made of pearl colored lamps, the Tree of Rubies of ruby lamps and the Tree of Emeralds of Green lamps.

Over and above this gorgeous Grove of Jewels the largest electric lamp in the world, built especially for Light's Golden Jubilee Fair, will blaze like noonday sunlight at hourly intervals each evening. This lamp, known as Big Tom in honor of Mr. Edison, is a 50 KW lamp, a current capacity equal to that of a small city. The lamp will flood the entire area of Fair Park with light as bright as daylight. This lamp in itself will be an illumination feature of enormous interest to every visitor at the Fair. Nothing like it has ever been constructed by electrical manufacturers, except on a smaller scale. These smaller lamps are of 30 KW capacity and are used in the movie industry to illuminate at night large areas of activity for photographic purposes. Big Tom will be nearly twice the size and will give almost double the degree of brilliance in light as one of these movie illuminants.

Other features will be embraced in the illumination program at Light's Golden Jubilee Fair but these are the principal points of interest. The program is a new departure in entertainment for State Fair visitors and is expected to attract a record breaking number of people to the 1929 Fair.

Sport Capital of Southwest.....

Dallas Has Something to Offer Every Fan



VEN before the baseball season faded out entirely, King Football pushed his huge form into local settings with such an auspicious start that the Dallas citizenry has been practically forced to recognize the annual visitor, especially since Dallas' own Southern Methodist University Mustangs carved another notch on the national football wheel, following their "moral" victory over Nebraska.

At this time of the year a sport story would not be complete without two distinctions: first a resume of the 1929 baseball season; and second, predictions for the current grid year.

As for the first, it is with much pleasure that we recognize the Dallas Steers as Texas League champions for the second time within four years. Although Manager Milton Stock's athletes failed to carry off the Dixie Series honors, they made earnest efforts to win the flag and were champions even in defeat.

It will be recalled that Snipe Conley and his Steers won the Texas League pennant in 1926 and then captured the Dixie title. That year was recognized as the outstanding one of the last decade, with practically every sport representative of Dallas triumphing in their respective fields. S. M. U. won the Southwestern Conference race.

Not since that season have the sporting machines of this metropolis threatened to have as great a year. The Southern Methodist team came through in grand style in 1928 but the Dallas ball club failed.

The year 1929, however, has made a favorable start toward duplicating the feats of 1926. Dallas has won the league title and made a good showing in the

Dixie play-off. Southern Methodist has developed a football machine good enough to tie Nebraska, and the high schools stand an even chance of getting into the State run-off.

In order to reach the high pinnacle this year, Southern Methodist must capture the Southwestern Conference title, and if pre-season indications are accurate, Coach Ray Morrison's red and blue warriors have an inside track to the championship.

The Morrisonmen are due. It has been three years since they have triumphed in the coveted race, and coaches are anxious for another flag to float at Ownby Oval. Last year S. M. U. has one of the greatest teams in history, yet failed to win. This season the Mustangs are characterized by a group of sophomore players, yet they admittedly have a better chance to come through than in 1928. They say there's a psychological effect on knowing you're good, but that triumphal teams more often are ones which start with nothing and end up with high honors. So it may be with the Mustangs.

A new era in a big way has been established this year by football teams, and as a result Dallas devotees of the pigskin toters are due to see a lot of intersectional football here. Southern Methodist started the ball rolling in their game at Nebraska, and then Dr. R. N. Blackwell, business manager at the hilltop school, booked a second intersectional game with the University of Mississippi.

Already Texas A. & M. has severed relations with Sewanee to play the Kansas Aggies, strong team in the Big Six Conference. Another Big Six representative is due to come here Saturday, Oct. 19 for a game with the University of

Texas. That team is none other than the University of Oklahoma, an old rival of the Longhorns. On the week following, the S. M. U.-Mississippi game will be played also at the Fair.

The three intersectional clashes will bring hundreds of visitors to Dallas. Many came to the Kansas and Texas Aggie spectacle, while more than two thousand are ready to follow the Oklahoma team here for the game with Coach Clyde Littlefield's Longhorns. The University of Mississippi is expected to be well represented here also.

While the intersectional games are the first division of the 1929 football season locally, the second part finds five conference games booked for Southern Methodist. Following the Mississippi contest, Coach Morrison steers play Texas Longhorns, A. & M. Farmers, Baylor Bears, Rice Owls and T. C. U. Horned Frogs on successive Saturdays.

The A. & M. and T. C. U. games will be held on enemy territory, but the University of Texas, Baylor and Rice teams all come here to clash with S. M. U. at Ownby Oval, bringing hundreds of fans with them as customary.

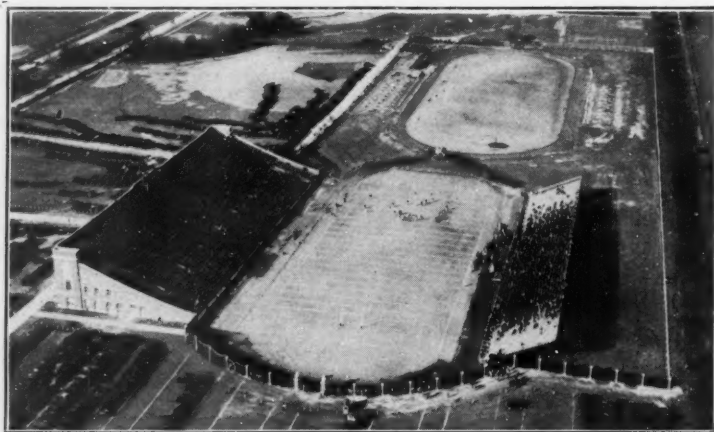
After the conference schedule has closed, there is a possibility of Southern Methodist meeting a well-known team in a post-season contest.

The Southern Methodist Mustangs are only a part of the football industry here, however, for there are seven high school teams and one prep squad to be considered. Terrill Prep School was victorious in the junior conference in 1926, and Coach Harry Faulkner's athletes are being depended upon to round out a good season.

The high school part of the 1929 program especially is important. The young high players have many ardent followers, and much is expected of them by this city. With Oak Cliff, Sunset, Forest, Dallas Tech, Woodrow Wilson and Highland Park all fortified with strong aggregations it is reasonable to assume that a champion will be developed from the group of seven.

Much enthusiasm has been noted at the grid games this year, and the industry as a whole should be increased both in interest and financial means as the season grows older.

The Dallas Baseball Club has done its share of the bargain to make 1929 as great a sport year as 1926, and now the rest of the responsibility rests on the shoulders of local football units. The task is fairly difficult, but the reward well worth working for.



Football Stadium at Southern Methodist University

King Gas Burner to Build Factory

The King Gas Burner and Appliance Company, with offices at 205 Burt Building, incorporated in April, 1929, for \$30,000.00 to manufacture gas and oil combustion equipment and appliances under the "King" trade mark, is planning the erection in the near future of a fireproof factory of steel and masonry construction, in the new West Dallas Industrial District. V. E. Shanklin is architect for the new plant and Dee Humphrey Construction Company, the contractor.

Officers of the King Gas Burner and Appliance Company are all Dallas men. They are: C. W. Windham, President and General Manager; W. A. Catlett and M. B. DeLoach, Vice Presidents; and M. S. Fuqua, Secretary and Treasurer.



November Conventions

The Texas State Teachers Association heads the list of important conventions to be held in Dallas in November. Between 8,000 and 10,000 teachers and visitors are expected here during the gathering proper and the State Vocational Teachers meeting the preceding three days. The Arlington Downs Race Meet, while it is to be held at Arlington, midway between Fort Worth and Dallas, will doubtless bring many visitors to our city.

Arlington Downs Race Meet, Nov. 6-16.

Dallas-Fort Worth Veterinary Medical Society, Nov. 7.

Southwest Dealers' Conference, General Tire & Rubber Co., Nov. 7-9.

Southwest Ku Klux KonKlave, Nov. 11.

Scottish Rite Reunion, Nov. 11-14.

Shrine Ceremonial, Nov. 15.

International Assn. of City Managers (one day), Nov. 22.

Graham Scientific Breeding School Meeting, Nov. 24-30.

State Home Economics Conference, Nov. 25-27.

Vocational Teachers of Texas, Nov. 25-27.

Texas State Teachers' Association, Nov. 28-30.

Dept. of Superintendents Texas Teachers Assn., Nov. 29.

The following Conventions will be held in Dallas probably in November:

Cactus Region Girl Scouts Conference.

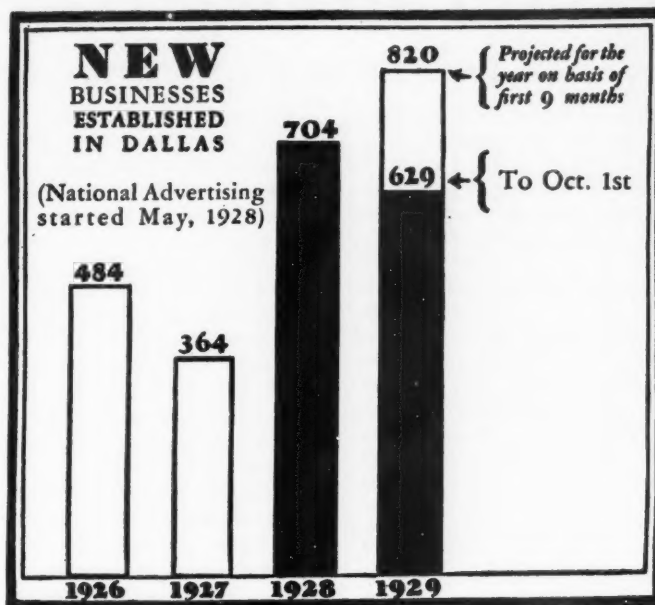
State Board of Medical Examiners.

Motion Picture Theater Owners of Texas.

Texas Daily Press League.

Texas-Louisiana Tariff League.

Vacuum Oil Company.



Comparison of New Concerns first Nine Months with Previous Years

NEW CONCERNS ESTABLISHED IN 1929

New concerns previously reported	561
New concerns for September	68

629

Manufacturers previously reported	77
Manufacturers for September	5

82

Wholesale concerns previously reported	155
Wholesale concerns for September	17

172

Retail concerns previously reported	115
Retail concerns for September	16

131

Miscellaneous previously reported	210
Miscellaneous for September	30

240

COMPARISON OF 1929 GROWTH WITH PREVIOUS YEARS

Total new businesses established first nine months 1929	629
Total new businesses established entire year 1928	704
Total new businesses established entire year 1927	364
Total new businesses established entire year 1926	484

BRANCHES OF SECTIONAL OR NATIONAL CONCERNS

Total branches previously reported for 1929	154
Branches established during September	18

Total for nine months 172

COMPARISON WITH PREVIOUS YEARS

Total branches established in 1926	110
Total branches established in 1927	88
Total branches established in 1928	163
Total branches established in 1929	172

NOTE—The national advertising campaign of Industrial Dallas, Inc., was inaugurated in 1928. A comparison of total new businesses and branches of national concerns, established in 1928 and 1929, with the two previous years, show clearly the effect of advertising on the commercial and industrial growth of the city.

INDUSTRIAL DEPARTMENT.

To Aid Exporters

Department of Commerce Opens District Office in Dallas



DISTRICT OFFICE of the Bureau of Foreign and Domestic Commerce has established headquarters on the sixth floor of the Dallas Chamber of Commerce Building. ¶ Information, of any class or kind, is of little or no value unless utilized. However diligent the local staff may be, they will be unable to fulfill their mission without the cooperation of the firms they are to serve. The foreign trade of Texas amounts to slightly less than \$800,000,000 and since the U. S. Department of Commerce has considered the trade of the North Texas area sufficient to warrant the maintenance of a branch office in the territory, it is hoped that foreign traders, exporters, shippers, and business men in general will make use of the facilities offered.

The offices will be under the charge of Sherwood H. Avery, District Manager, and Harold M. Young Assistant District Manager. Mr. Avery, originally from Texas, has had about eight years experience in foreign trade, having covered various Latin American Republics. Returning to the United States from Argentina in 1927, Mr. Avery was placed in charge of the Galveston District Office of the Bureau until this year when he was assigned to the position of Latin American Expert in Houston. During the past two years Mr. Avery has traveled over Texas extensively in the trade promotion work of the Bureau. Mr. Young, in his connection with the Bureau, has assisted in the preparation of the commercial survey of New England, the census of purchases and distribution of industrial goods in the Cleveland area, assisting domestic business men with specific problems presented to the Domestic Commerce Division, and has served as Commercial Agent in charge of domestic commerce activities in the Chicago office of the Bureau. Mr. Young has only recently come from Washington where he has had experience with such an outstanding domestic commerce man as Dr. Frank M. Surface, an Assistant Director of the Bureau, and Mr. Edward F. Gerish, the latter now in charge of the Gulf Southwest Commercial Survey and who is well known in this section.

Service Facilities of the New Trade Office

Among the services offered by the Dallas office of the Bureau (United States Department of Commerce) the following are listed as of interest to the business men of this district:

Agency connections abroad—A large part of the foreign field officer's time is devoted to securing suitable agents and representatives to handle specific commodities and products in all of the markets of the world.

Trade Opportunities—Names, addresses and sales information reports on foreign concerns wishing to buy American products are furnished. These are "trade tips" originating in foreign markets and passed on to interested firms.

Trade Lists—Lists of foreign importers of specific commodities, arranged by countries and cities, furnished upon request.

Commercial Intelligence—Sales information reports on foreign firms—giving size, capital and general reputation—form a most practical assistance to the Texas shipper contemplating a sale or agency connection abroad.

Documentation—Details of invoicing, bills of lading requirements, consular fees, and other charges contingent in exporting.

Credit and Payment Terms—Brief digest of credit terms usually extended by American concerns to foreign firms of good standing.

Export Markets for Texas Commodities—Information regarding the market demand for specific commodities in foreign countries.

Government Publications—Pamphlets, booklets, and larger publications on almost every phase of export and import trade. A catalogue, indexed by commodity and country, will be mailed without charge to interested firms.

Tariff Information—Upon request of bona fide concerns, the district office, through the Division of Foreign Tariffs of Washington, will furnish duty rates on a specific commodity in a given foreign market.

Domestic Commerce—A clearing house for information on problems of domestic merchandising, elimination of waste, trade practices, standardization, etc.

The inefficiency and waste in industry and distribution channels increases the cost to the ultimate consumer. Through the work of the Domestic Commerce Division, the experiences of business of all types are recorded and these are passed on to be of benefit to others. The Government acts as an unprejudiced collector of statistics and other information on Industry its in various phases. Statistics alone cannot be utilized by many of those engaged in our business organizations so the Commerce staff interprets them in the form of reports covering the various needs

of the business man. Certain organizations are sufficiently large that they can maintain their own research departments. The majority of business establishments are not so fortunate and must depend on some organization such as that which is found in the Bureau of Foreign and Domestic Commerce to collect, compile, and interpret information which will be of help to them.

Statistics collected cover manufacture, agriculture, mining, fisheries, and vital; also on other businesses such as on wholesale and retail trade, and now Congress has authorized this Department to conduct a national census of distribution in 1930, it having been proved by the experimental census of distribution in eleven cities and the Cleveland census of purchases of industrial goods that such a census would be a great benefit to business throughout the country. It is the function of this Bureau to assemble all of these data, build upon unbiased report on the findings and pass this on to business interests.

Recent undertakings have been in the field of regional commercial surveys, credit surveys, cost of distribution studies, industry surveys, and the much advertised Louisville grocery survey.

Information wherever possible is furnished from Governmental sources but at times information from the most authoritative non-Governmental sources is utilized. To obtain an understanding of these services, the new office will be glad to supply any inquirers with a small booklet describing the work of the Bureau in the domestic field.

Services Furnished Without Charge

Bona fide American firms are entitled to all services of the Bureau office and listing to receive literature. Trade opportunities, etc., may be had by executing a blank form furnished for that purpose. Lists of foreign importers (by commodity and by country), trade tips, special reports, tariff schedules and changes, patent and trade mark information are to be had, gratis, by inquiring firms. Foreign field men, trade commissioners, commercial attaches, consular officers—located in the principal capitals and market centers of the world—are continually submitting the names, addresses and pertinent information concerning foreign concerns wishing to establish agency connections and to make purchases of American products. These foreign field men also invite cor-

(Continued on Page Thirty-two)

Trinity River Flood Control

..... One of Greatest American Projects

Immensity of project not realized by average citizen.

RIVER TO BE MOVED UNDER AMBITIOUS PROGRAM.



NOT one person in a thousand realizes the great magnitude, and full significance of the ambitious reclamation project that is taking place in the very heart of the city and county of Dallas.

This work being done in the Dallas Levee Improvement District, to control the flood waters of the treacherous Trinity River is attracting keen interest from eminent engineers and outstanding city planners.

The present work being done brings to fruition the plans and thought of some of the best engineering minds in the nation and represent in fact a portion of a great storm sewer system for Dallas and

Dallas County, in which some twenty-six minor districts covering the entire city and surrounding county are involved.

Actual construction of the embankments thrown up to hold in check the Trinity River flood waters began on July 24th, 1928, and has been energetically pushed night and day since that date. The work must be completed within 700 working days from the date of commencement and involves the tremendous task of moving some 22,000,000 cubic yards of earth. The channels of two forks of the Trinity River must be moved three and one-half miles west from the point of their present confluent.

Completion of the works will make available for industrial and residential development 7,217 acres of land west of the embankments and 3,336 acres east of the embankments. The flood way will vary from 2,000 to 3,000 feet in width.

The effect of this ambitious program will mean the re-location of public utilities services, including railroads, interurbans, street cars, electric, telephone and telegraph lines, oil and gas lines and water and sewer lines.

In addition to the above about five major viaducts will span the entire district connecting the city of Dallas proper and the business and residential areas of Oak Cliff.



THE NEW RIVER CHANNEL

The present winding course of the Trinity River may be seen at the right. The river is to be moved bodily and confined within adequate embankments as shown by the white lines entering the picture at the left top.

LEVEE IMPROVEMENT PROGRAM

Construction Passes Half-Way Mark

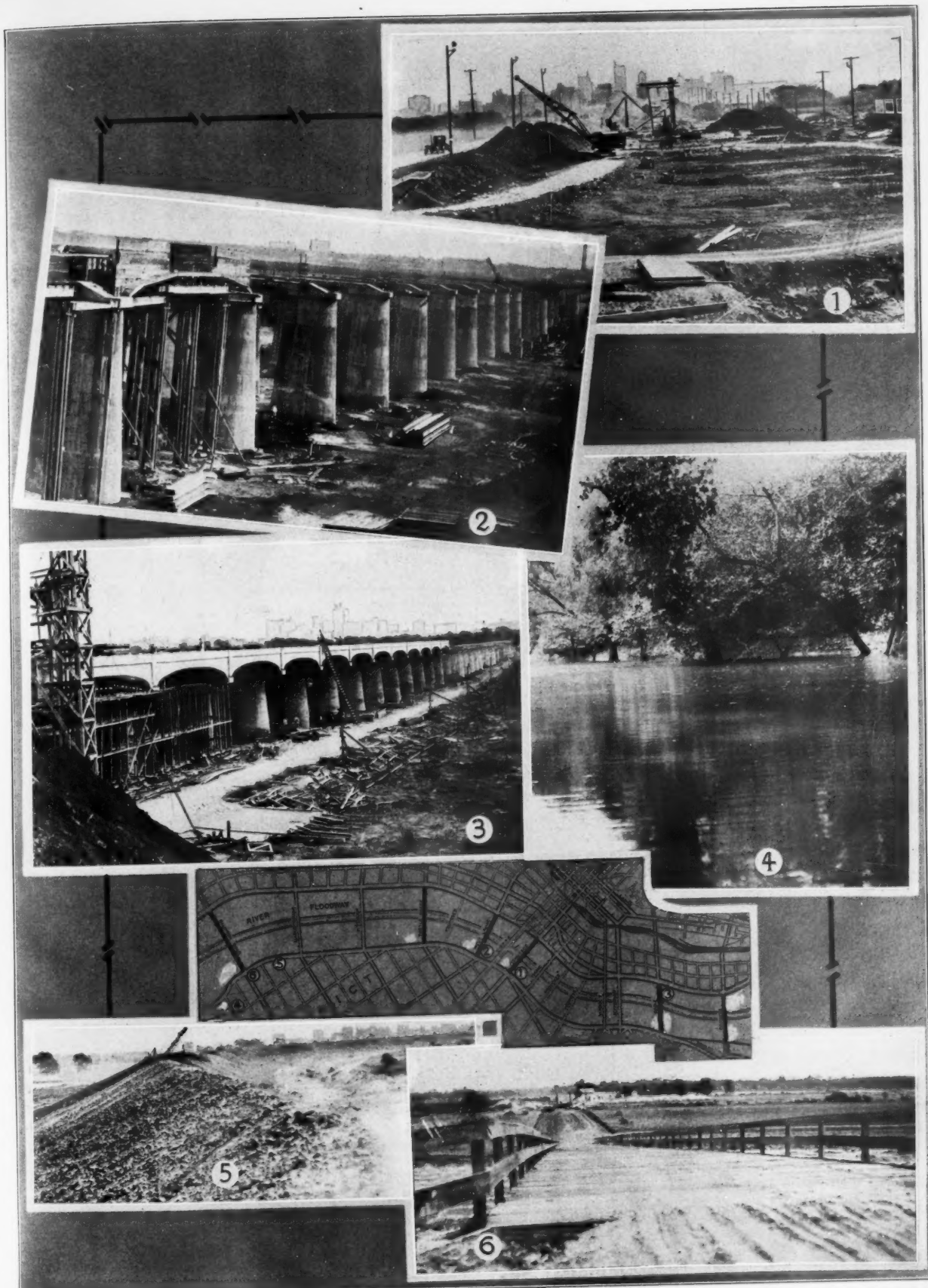
Pictures shown on the opposite page give a graphic illustration of the ceaseless activity taking place within the Levee Improvement area.

1. Commerce Street, looking East from Beckley Avenue.
2. McKinney-Lamar Bridge viewed from Eagle Ford Road, looking toward Dallas.
3. Looking East from Ball Park across Cadiz Street (now under construction) and showing Dallas skyline.
4. Showing old abandoned river channel—will be converted into lake bordered by modern boulevard.
5. West embankment, four and one-half miles West of Dallas, Dallas skyline may be seen in the background.
6. Looking North down Hampton Road at new steel bridge, showing point where new river will be located. Bridge now under construction.
7. Map showing points in this area at which the photographs shown were made.
8. The showing of these photographs was made possible through the courtesy of the photographic department of the Dallas News and Journal.

The conversion of a barren waste into a modern business and industrial center in the heart of the City of Dallas has already progressed to a point where sixty per cent of the entire project has been completed.

The magnitude of the entire program and its covering such a large area has made a full realization of this fact a matter not generally known by the average citizen of Dallas. Industrial experts, engineers and transportation executives, hundreds of skilled laborers have pooled their energies in constructing this the most ambitious reclamation project ever attempted by an inland American city.

Fifteen gigantic drag lines, batteries of heavy duty trucks, steam trip hammers, pile drivers, and tractors have been working twenty-four hours a day in order that the project may soon be available to factory owners and distributing interests. Coupled with this activity have been the combined efforts of the departments of the City, County, Railway Companies, public utilities and district property owners, who through coordinated efforts are expending approximately eighteen million dollars to bring the entire program to a successful conclusion.



Flood Control of Trinity River

to Reclaim Ten Thousand Acres of Strategically located Industrial Properties

As shown in the photograph carried below, development and normal growth of the City of Dallas stopped abruptly at the edge of the low land of the Trinity River bottom. Frequent and sudden tremendous rises of the river forestall and made unwise the establishment of business interests in this entire area. The net result of this natural obstacle has been the steady and consistent growth of the city on both sides of these lowlands.

After years of careful study and planning, owners of property within the district and the city and county of Dallas embarked on a joint program to control the menace offered by the Trinity River and make available this strategically located industrial area.

Approximately ten thousand acres of barren lands, on all sides of which every facility required by modern industry has developed, are now being made safe and available for commercial usage. Under the supervision of expert engineers the project is assuming physical development to a point where even the average layman can begin to grasp the tremendous advantages offered all classes of industry and manufacturing interests.

Upon completion of this program the city and county of Dallas will have accomplished one of the outstanding engineering feats of modern times. Literally moving the river West, straightening and controlling this river where it no longer offers an obstacle to industrial growth, installing in the area every known and modern facility in the way of phy-

sical improvement and all this within five minutes from the heart of the queen city of the Southwest.

Upon these reclaimed areas will soon rest factories, storage and dis-

tribution warehouses, railroad facilities, power, water, gas and sewer lines, and the whole will represent a throbbing center of business activity for the Southwest.



WHERE DEVELOPMENT STOPPED

When the Improvement is developed these main down-town business thoroughfares will be extended as they logically should be. Underpasses will provide protection where the railroads skirt the eastern edge of the district.

Southwest Printing Company Elects New Officers

Due to Harry L. Curtis leaving Dallas for Brady, Texas, where he has been called to manage a 7,700 acre Cattle, Goat and Sheep Ranch, Mr. Curtis resigned his position with the Southwest Printing Company as its president, effective October 1, 1929. Mr. Curtis has been president of the company since it incorporated five and a half years ago.



ROY COWAN, President

JAMES P. VAN HUSS Vice-President
MARVIN M. MALONE Secretary-Treasurer

Under his leadership the company has had a remarkable growth. From an obscure beginning it now enjoys the confidence and patronage of leading business men in the Southwest.

At the Board of Directors' meeting the first of the month, Mr. Curtis' resignation was accepted with regrets. Mr. H. J. Curtis, the father of Harry L. Curtis, was retained as chairman of the Board and new officers were elected as follows: Roy Cowan, president, formerly vice-president; James P. Van Huss, vice-president, formerly secretary-treasurer; Marvin M. Malone, secretary-treasurer. Mr. Malone has been with the company five years in the sales department.

Mr. Malone, the only new officer of the Southwest Printing Company, has acquired stock in the company in addition to the stock he already possessed.

The Southwest Printing Company specializes in planned direct-by-mail merchandising. It will be the policy of the new officers to continue the business of the company along these same lines. The office will remain at 917 Camp Street, Dallas, Texas until some time in the near future, when they expect to enlarge their plant.

Two Car Mobility at Single Car Cost

U-Drive-It Service, Inc., 1906 Pacific Avenue, recently opened in Dallas a new rental car service where its plan of operation is pitched along the lines of offering the business and professional man the privilege of enjoying two car mobility at single car cost. In addition to this feature the concern offers the services of its cars to concerns who travel a large number of salesmen, on a plan whereby the heavy investment made by such concerns, and usually frozen during hours in which the cars are idle, is released for usage in more productive lines.

Leo V. Ryan, heading U-Drive-It Service, Inc., has adopted the plan after months of intensive survey and several years' active experience in the rental automobile field. According to Mr. Ryan it embodies all modern features known to this business and in addition many de-

partures that have tendencies toward increased efficiency and smoother operation.



LEO V. RYAN

Horticulturists from five states in the Southwest have exhibits in the State Fair Flower Show, one of the big features in the Agricultural Building.

Watching Dallas Grow

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
	1928	1929	1929
January	\$229,304,531.28	\$265,365,726.24	\$236,596,000
February	202,756,886.66	220,677,360.88	214,275,000
March	218,410,753.88	243,485,065.89	230,033,000
April	199,600,686.28	228,307,179.67	209,427,000
May	206,895,503.35	216,624,838.08	213,709,000
June	200,643,340.36	195,818,474.36	212,089,000
July	198,047,700.20	215,056,756.41	203,320,000
August	209,277,120.12	220,008,508.00	211,024,000
September	261,719,706.91	261,650,607.88	263,237,000
October	320,700,640.45		303,578,000
November	268,579,277.12		273,024,000
December	259,564,606.14		297,946,000
Total	\$2,775,500,725.75		\$2,868,258,000

BUILDING PERMITS		POSTAL RECEIPTS	
	1928	1929	1929
January	\$ 619,989	\$880,453	\$316,629.65
February	584,634	\$467,022	348,879.00
March	858,466	1,708,728	339,673.60
April	798,573	1,294,212	304,437.00
May	580,560	550,880	283,274.29
June	781,701	469,550	293,806.67
July	870,532	416,940	283,430.35
August	750,544	501,331	306,268.20
September	835,144	768,992	338,030.50
October	552,651		374,047.74
November	717,617		354,004.36
December	521,799		428,475.83
Total (Dallas proper)	*\$14,381,694		\$3,970,957.00

GAS METERS		TELEPHONES	
	1928	1929	1929
January	64,881	66,401	67,143
February	65,021	66,480	67,347
March	65,532	66,520	67,597
April	65,712	66,601	67,902
May	65,892	66,652	68,114
June	66,030	66,681	68,321
July	66,081	66,711	68,401
August	66,129	66,764	68,496
September	66,180	66,802	68,551
October	66,240		68,599
November	66,289		68,640
December	66,303		68,701

(Continued from Page Seven)

Times Herald Printing Co., Herald Square; E. J. Kiest, Times Herald Ptg. Co.; G. H. Pittman & Bro., 1502-4 Young Street; The Adolphus; E. R. Brown, personal; Johnston Printing & Adv. Co., Lone Star Gas Co., A. H. Belo Corporation, J. Perry Burrus, John Deere Plow Co., Stanard-Tilton Milling Co., Skillern & Sons, Inc., Drs. Jones and Jones, C. E. Hoffman Co., The Weichsel Co., Fishburn Motor Co., Sherman-Magnolia Seed Co., S. M. Bulley & Son, Jenks-Gwynne & Co., American Laundry Co., W. J. Lawther Mills, Storm-Cummings Co., Safety Tire Co., Bailey &

Collins, F. W. Woolworth Co., Industrial Insurance Co., W. L. Macatee & Sons, Merchants Building Corp., Wilkins Trunk Mfg. Co., Cockrell, McBride, O'Donnell & Hamilton, S. H. Kress & Co., Dallas Hat Mfg. Co., Kennedy Brokerage Co., Simon David, Great Atlantic and Pacific Tea Co., George W. Loudermilk, Sears-Roeback & Co., Dallas Coffin Co., Central & Southwest Utilities Co., Inc., George M. Easley & Co., Fenner & Beane, Dixie Motor Coach Corp., Meinrath Brokerage Co., The Murray Investment Co., Wm. Volker & Co., Fishburn Dyeing & Cleaning Co., Flippen-Prather Realty Co.

Southwest L. E. Myers Company, Allen Bldg., Frank Watson & C. C. Herrmann, Utilities Contractors.

Hoover-Lehman Co., 1302 Main St., E. B. Hoover and Joyce Lehman, Men's Furnishings and Clothing, Retail.

Nyal Service Drug Stores Club, Beckley at Woodin Blvd., W. B. Dougherty, Secretary.

Gulf States Life Insurance Co., Marvin Bldg., Wm. J. Laidlaw and H. H. Sharp.

Love Field Co., Liberty State Bank, Joe E. Lawther, Industrial Property.

American Body Co., Inc., 5113 E. Grand Ave., A. A. Ritcheson, Commercial Auto Bodies.

Storm Printing Co., 1316 Young St., Ernest J. Storm.

Sweet Cap Co., C. L. Cox, Lynn B. Milam, Drane & Stephenson, Austin Bridge Co., R. G. Lewis Clothing Co., Texas Employers Ins. Assn., Texas Power & Light Co., Dallas Power & Light Co., Dallas Railway & Terminal Co.

The Following Members Have Been Added to the Chamber of Commerce

National Rifle Assn., care Terrill School, 4217 Swiss Ave., E. H. Noel, Jr., Rifle Association.

E. P. Turner, 303 Gaston Bldg., President Dallas Southwestern Traction Co.

U-Drive-It Service, 1906 Pacific Ave., Leo. V. Ryan, President, Auto rental service.

Mayfield Lumber Co. of Dallas, Inc., 3704 Elm St., Geo. T. Tilton, Retail Lumber.

Miller Oldsmobile Co., 1501 Young St., Gene W. Miller, Automobiles—retail.

Lloyds of Texas, 1327 Wood St., J. E. W. Thomas, Fire and Automobile Insurance.

Advance Neckwear Company, 2nd floor Fox-Coffey Bldg., 915 Commerce, Saul Leo Goidl, Neckwear Mfrs.

Standard Service Parts, Inc., 2702 Commerce St., Harold C. Macbeth, auto, truck and airplane parts.

J. M. Shea, Labor Temple, Secretary Bricklayers Union.

Cafe Atkins, 1411 Commerce St., John R. Atkins, Cafe.

Rev. Floyd Poe, Pastor, City, Temple.

Edison Lamp Works of General Electric Company, 1801 N. Lamar, Homer D. Puckett, Mfgs. of incandescent lamps.

O. K. Harry Steel Works, 2412 Swiss Ave., C. P. Graves, Sheet Steel manufacturers.

(Continued on Page Twenty-four)



The "Cemetery Beautiful out the Richardson Road."
High Rolling Grounds, Perpetual Care, Park Plan.
Installment terms if you wish. No interest, no taxes or future assessments.

REALTY DEVELOPMENT CORPORATION
FIDELITY UNION BUILDING
Day Phone 7-5194 Night Phone 3-6172

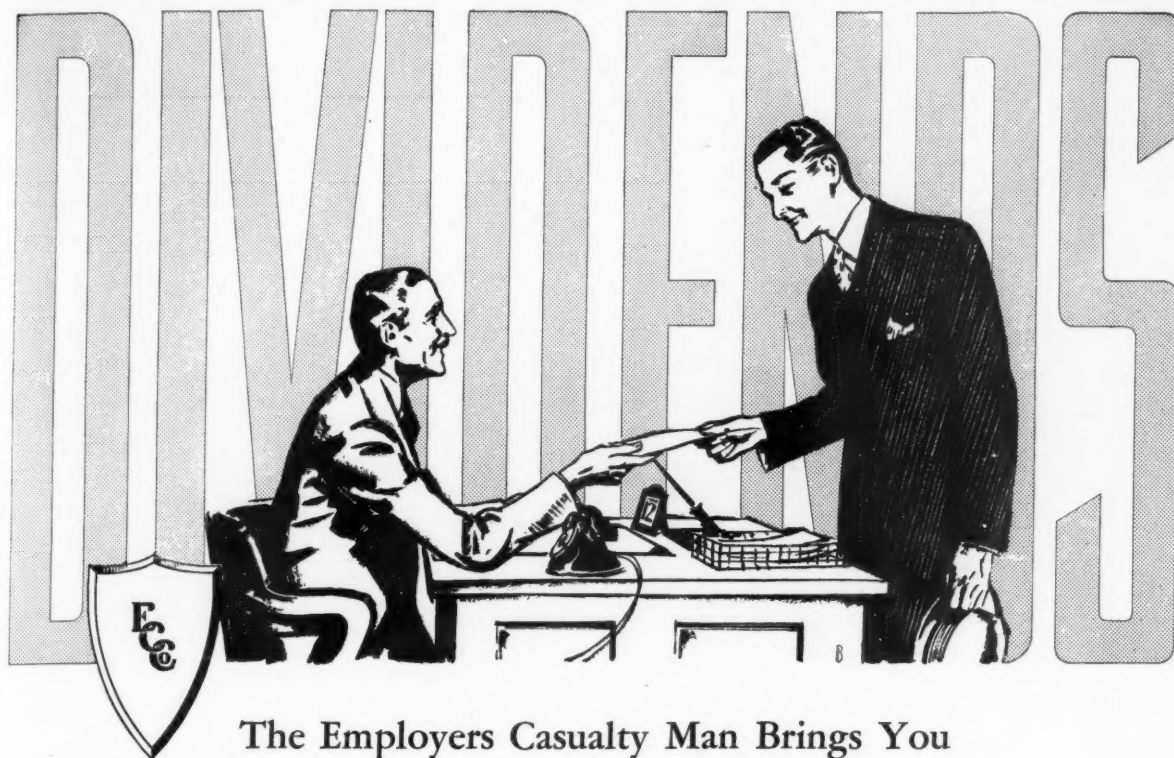
We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



The service you buy from us is based on forty years of experience
Our facilities unequalled in the South

Dallas Transfer & Terminal Warehouse Co.
SECOND UNIT, SANTA FE BUILDING DALLAS

We Protect Preferred Risks . . . therefore
E. C. C. FIRE INSURANCE PAYS



The Employers Casualty Man Brings You
**A new fire protection for new
 Business Conditions**

INSURANCE is a science—based on known laws. Time has brought new applications of this science. Employers Casualty Company, through taking full advantage of scientific insurance principles in selecting risks, has reduced the usual loss ratio to an extent that enables us to offer a new type of fire protection.

By insuring only preferred risks (the least "risky") and thereby reducing our losses—we have been able to adopt the new plan of paying dividends to our policyholders. And, there's no possibility of an

assessment, this being an old line stock company.

To a business executive or property owner, the Employers Casualty Company Dividend Plan may mean the saving of hundreds of dollars yearly—giving more complete protection at a lower net cost. Call for an Employers Casualty man to analyze your policies and help you provide the ideal protection. These men are paid salaries to serve, not commissions to sell. They can be of real service to you—they can save you money.

**EMPLOYERS
 CASUALTY
 COMPANY**

Texas Offices:

ABILENE
 AMARILLO
 AUSTIN
 BEAUMONT

CORPUS CHRISTI
 DALLAS
 EL PASO
 FORT WORTH

HOUSTON
 LUBBOCK
 SAN ANGELO
 SAN ANTONIO

TYLER
 WACO
 WICHITA FALLS

Other Offices:

KANSAS CITY
 NEW ORLEANS
 OKLAHOMA CITY

ST. LOUIS
 SHREVEPORT
 TULSA



"In Days of Old When Knights Were Bold and Barons Held Their Sway"



IN MEDIEVAL CASTLES—behind the moat and sturdy walls—built to withstand the siege of feudal lords—was beauty and art. Rooms paneled in sturdy oak and furnished with massive tables and chairs—glorious rugs—walls hung with paintings by old masters. A Baron was judged by the appointments of his castle.

Today, we have no moats or sturdy walls to withstand the siege of competition, but the same law applies as in the days of



yore—the modern business man is judged by the appointments of his office—his business castle.

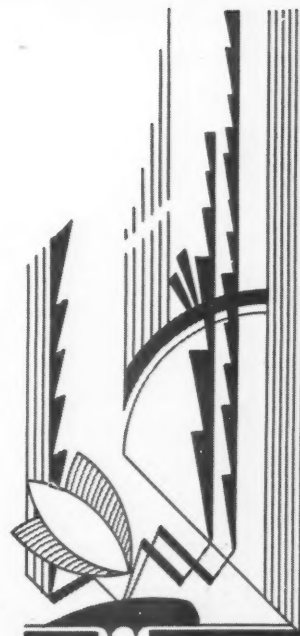
A properly appointed office will enhance your position in the business world and also add to your own personal efficiency.

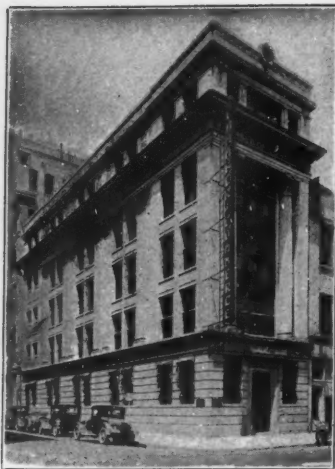
A Dorsey Office Engineer will be happy to show you the new Tudor, Jacobean, Georgian, Art Moderne and Italian Renaissance suits that are shown in Dallas for the first time in Dorsey's Office Furniture Salon.

THE DORSEY COMPANY

Manufacturing Stationers, Lithographers, Printers
and Office Outfitters

The Business Man's Department Store at Commerce to Jackson at Poydras





Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 8 OCTOBER No. 10

DALLAS CHAMBER OF COMMERCE

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OFFICE: Chamber of Commerce Building
1101 Commerce St., corner Martin, Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

Another Way to Get Branches

The Industrial Department of the Dallas Chamber of Commerce requests that all Dallas concerns that are buying any considerable quantity of materials or merchandise not now maintaining branches in Dallas to write to those concerns and urge that they consider placing branches here as a means of giving better service to their customers in Texas and the Southwest.

Copies of such letters should be mailed to the Industrial Department, which will immediately follow them up, furnishing information on the Southwest as a market and facilities at Dallas for serving this market. Contacts formed in this way enable the department to reach effectively the officials of these concerns and secure their serious consideration of Dallas branches.

A list of Dallas concerns co-operating with the department in this manner will be published from time to time in "Dallas". To start the list off, the Department has received valuable assistance in securing branches for Dallas from Laurence S. Kahn, President of E. M. Kahn & Company. Robert N. Watkin, of the Will A. Watkin Company, has also been instrumental in bringing several important branches to Dallas through information and assistance given the Industrial Department.

Air Mail Overnight to St. Louis

October 1st, through new connections at Kansas City, the National Air Transport was enabled to offer overnight air mail service to St. Louis, thus meeting a long-felt need. Ever since air mail was inaugurated in Texas, there has been an insistent demand that St. Louis be included, due to the many business connections between these two cities. Some months ago, the Post Office Department awarded a contract to Universal for a line St. Louis-Kansas City-Omaha. The day line has been in operation some time, but night service could not be started until the airway has been equipped with beacon lights and lighted intermediate fields. This having been accomplished, service was started October 1st.

Mail leaving Dallas on the plane departing 7:30 P. M., is due to arrive in St. Louis the next morning at 6:15 A. M.

Although twice daily service out of Dallas has been in effect for over three months, many citizens seem to have overlooked the morning service. The plane departs Dallas 9:30 A. M., and offers the same fast service as the night plane to distant points. For those who work at night, or can mail early in the morning, it is of distinct advantage.

Yes, Sir!

"In friendliness Texas hotels are incomparable. There is an atmosphere of hospitality which northern hotel men envy but which they have never been able to attain."—ALLAN G. HURST, former national president of Hotel Greeters of America, writing in Texas Hotel News, following a tour of Texas Cities enroute to the Pacific Coast.

DALLAS

Million Texans In Tribute to Edison at State Fair

It is in the golden harvest month of October that the international tribute to Thomas A. Edison reaches its climax. Light's Golden Jubilee is the world-wide celebration of his gifts of light.

October 21 is the date on which the observance culminates in a blaze of brilliant illumination in every city in every nation because that date in 1879 was the birthday of his first incandescent electric lamp.

In Dallas at Light's Golden Jubilee Fair, State Fair of Texas, October 12-27, a program of special illumination is in progress in honor of Edison and his achievements. The main plaza with its avenues leading to the bandstand esplanade flash and sparkle with 50,000 lamps in gold, pearl, ruby, emerald and

sapphire colors. The Grove of Jewels is the crowning spectacle in this gorgeous illumination.

Above Fair Park, ninety-five feet in the air on a radio tower Big Tom, the largest electric lamp ever constructed, glows at intervals with daylight radiance. This 50-kw lamp was made especially for Light's Golden Jubilee Fair in Dallas.

More than 1,000,000 people of Dallas and Texas are expected to witness this program of illumination and participate in the celebration of Light's Golden Jubilee at the Fair.

It is an opportunity for Texans to join in the international observance and show their appreciation of Edison and his incomparable gifts to mankind.



DALLAS POWER & LIGHT COMPANY

The Sky Line



Sanger Brothers

Lang & Wittchell, Dallas
Architects

Murch Bros., St. Louis
Contractors

Steel by Mosher

"Forward with Texas since 1858," Sanger Brothers, Dallas' oldest department store, has throughout its 71 years of progressive merchandising occupied a prominent place in the business and home life of the great community it serves. The ideals which live within the organization are attested by its thousands of friends and customers.

The building, eight shining stories of steel and terra cotta, 413,607 sq. ft. of airy floor

space covering an entire city block, equipped with the most modern facilities, is a fitting monument to the great service rendered to a great city by a great organization.

Structural steel not only provides a better building and earlier occupancy, it also makes possible larger interiors for practically any type of structure. It occupies less space per unit of strength, allows larger floor areas. Whatever you build, investigate steel.

MOSHER
Steel and Machinery Company
DALLAS

Dallas' Newest Office Building, in new Downtown District.
Low rental, quiet and comfortable offices. Fast elevator service.
Ample parking space available.

BURT BUILDING

DALLAS, TEXAS

One Block from the New Office and
Commercial Building

NORTH ERVAY AND PATTON

TELEPHONE 7-5791

(Continued from Page Eighteen)

J. E. Grand Company, 823 Kirby Bldg.,
J. E. Grant, Insurance.

Arthur D. Robinson, 628 Kirby Building, Investments.

C. A. Hanover, 307 Gaston Bldg., Dist. Sales Mgr., Bauer & Black, Surg. Dressings.

Estey Organ Co., 4502 Columbia Ave.,
B. T. and A. K. Pettit, Pipe Organs.

Employment Bureau, 703 Insurance Bldg., Nell McIntosh, Employment Service.

Rainbow Apparel, 1704 Elm St., Mrs. Madge Jann, Ladies' Ready to Wear—retail.

Young Manufacturing Co., 605 Whlse. Mer. Bldg., T. E. Young, Mfgs. Shirts.

Columbia Fence & Wire Co., 3120 Grand Ave., S. I. Munger, Jr., Wire fencing.

General Foods Sales Co., Inc., Mercantile Bank Bldg., Grant S. Robison, Food Products.

Cannon Mills, Inc., 519 Merc. Bank Bldg., James Mullarkey, Textiles.

Consolidated Selling Co., Inc., 719 Merc. Bank Bldg., L. L. Northrup, Textiles.

Crocker and Fisher, 803 Allen Bldg., John C. Park, Manager, Contractors.

Heber Page, 1612 Allen Bldg., Insurance and Bankruptcy matters.

City Wrecking & Trading Co., 2113 McKinney Ave., Jas. O. Walton, New and used building material.

B. C. Jones Company, 724 Santa Fe Bldg., Manufacturers Agent.

The American Multigraph Sales Co., 1017 Santa Fe Bldg., H. L. Hitchcock, Multigraphing equipment.

F. M. Highfill, 810 Santa Fe Bldg., Fire Insurance.

Universal Life & Accident Insurance Co., 605 Insurance Bldg., F. L. Euless, Life, Health and Accident Insurance.

Postal Indemnity Company, Insurance Bldg., H. L. Goodman.

Andress & Shor, 712 Santa Fe Bldg., W. T. Andress. Collections and adjustments.

H. J. Blakeney & Son, 727 Santa Fe Bldg., T. J. Blakeney, Glassware.

Bankers Lloyds—Insurers, 504 Santa Fe Bldg., Jno. M. Scott, General insurance exclusive of life.

Rigsbee Electric Constr. Co., 2207 Cedar Springs Road, A. R. Rigsbee, Manufacturers Lighting Fixtures and Wrought Iron.

Superior Rug and Carpet Cleaning Co., 2814 Hall St., J. N. Robinson, Jr., Rug Cleaning and Dyeing.

Home Bottling Supplies Co., 2213 Cedar Springs Road, Edward Blanchard, Beverages.

DALLAS

Associated Indemnity Corporation,
1710 Republic Bank Bldg., M. W. Wil-
son, Casualty Insurance.

E. F. Duggan, 215 Cotton Exchange
Bldg., Cotton Broker.

J. C. Ownby, 501 Cotton Exchange
Bldg., Cotton.

English Bros., 715 Commerce Street,
H. E. and C. T. English, Bus Liability
Insurance.

Standard Investment Company, 802
Fidelity Union Building, I. T. Houston,
Automobile Finance.

Dr. R. S. Yancey, 905-7 Medical Arts
Bldg., Physician.

Cone Dental Laboratory, 1020-21
Medical Arts Bldg., Ross R. Cone.

The Smith-Beachum Clinic, Medical
Arts Bldg., Dr. E. W. Smith.

Drs. Walcott & Rouse, Medical Arts
Bldg., Physicians—specialists stomach.

Brackeen-Hughes Co., 2427 Com-
merce St., A. H. Brackeen, Commercial
Frigidaire.

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Dentist.

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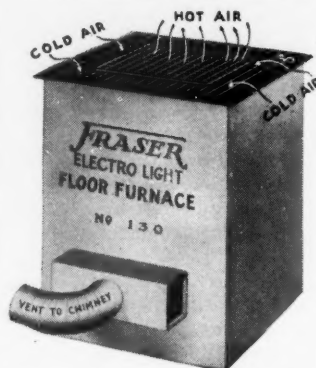
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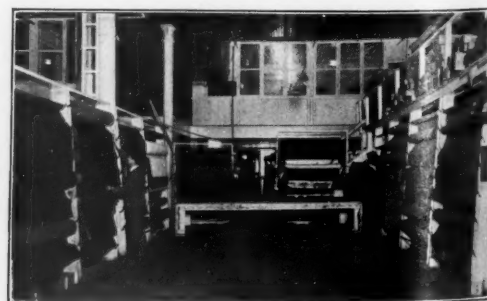
THE changing customs of a new country have been witnessed by the firm of Padgitt Bros. Company for more than sixty years. ¶ Saddles in which sat the frontiersmen of two generations



Trunk Department

ago came from the shop of Padgitt Bros. The heavy harness that drew the lumbering wagons of the Eighties were fashioned in the same shop.

Today the grandchildren and great grandchildren of these men are packing their belongings for automobile and air plane voyages in trunks and small luggage from the same shop and are carrying their change in purses bearing the Padgitt Bros. stamp of quality.



Auto Top Department

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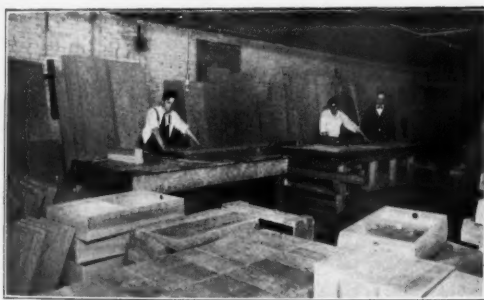


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Trunk Department

ated to vary their policies to suit the needs of the day.

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J. Durrell Padgitt, son of one of the founders of the company, Jesse D. Padgitt, is now president of the company.

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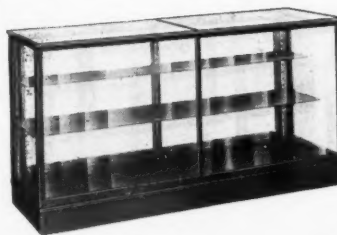
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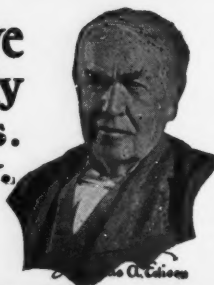
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(Continued from Page Twelve)

response (through the district office) regarding their particular problems, merchandise, or marketing arrangements. In some cases the Bureau representatives abroad lend their good offices toward the settlement of claims arising from misunderstanding of various kinds and causes.

Concrete Results

As evidence of the dollars and cents result of Bureau of Commerce activities, American firms reported sales and savings of \$41,098,245 for the fiscal year ending June 30, 1929. Of this amount, Texas firms secured somewhat more than 10 per cent of the business consummated. While a considerable portion of this sum was reported by firms in the North Texas area (in and around Dallas, Fort Worth and nearby cities), there was no District Office in Dallas during that time but exporters of this section were serviced by the older offices of Galveston and Houston. It is thought that by the assistance and cooperation of the new office, working in more direct contact with manufacturers, shippers, producers and foreign traders in this area, the reports for the present fiscal year should be considerably greater. This is especially true, in view of the definite trend toward the industrialization of the Texas area and the swing of American export trade through Gulf ports and the border ports of Texas and the Gulf Southwest.

Texas Buys in Order to Sell

Foreign Commerce is by no means a one-way business. It is merely an exchange of commodities or services or monies. To sell abroad it is necessary to buy. Ships from Texas ports—loaded with cotton or wheat or flour or manufactured products—return with cargoes of coffee, rubber, silks, linseed, sugar, tropical products, or some other commodity not commonly produced in this country. In the promotion of foreign trade the District Office bears that fact in mind and, where no competition with American producers is involved, assists importers within the district in getting in touch with reputable shippers in the most logical foreign producing centers. For instance, a North Texas furniture manufacturer, to meet his requirements, might need mahogany logs from Central America or firms might wish to import nuts from Brazil, quebracho or linseed from Argentina, tung oil from China, or vegetable oils from the Mediterranean.

Trends of Trade—Strategic Position in Texas

Ranking second to New York only, Texas outranks by far any other state in exports. Although exported goods consist largely of raw products, the new and varied manufacturing interests are working

DALLAS

considerable changes in this respect. Besides the bulk commodity trade—raw cotton, wheat and flour, sulphur, etc.,—a list of Texas exports range from concrete mixers to flavoring extracts, hardware and machinery to patent medicines, and from agricultural implements to poultry and eggs. In keeping with the fact that the value of manufactured products in Texas has increased 1331 per cent since 1900, it is worthy of mention that exports of Texas manufacturers are being consistently increased. Several Texas manufacturers now sell abroad more than 50 per cent of their output and a few of these concerns control certain Latin-American markets in their line of products.

For many reasons the logical markets for Texas goods, other than cotton and similar raw products, are to be found in Latin America. Texas, by virtue of its geographical position, maintains a strategic advantage with reference to the trade with certain Latin American republics—particularly those in the Caribbean area—and as these markets are developed it is logical that the Industrial, manufacturing and shipping centers of Texas will receive the greatest benefits.

Statistics show that the per capita buying or consuming power of the Latin American markets are consistently increasing; some range as low as \$8.00 per capita while other countries buy from the United States as high as \$75.00 per person. When the several countries, in close proximity to Texas, develop to the average of some of these markets—where millions of people are dependent on the United States for manufactured articles, food-stuffs, etc.—sales of Texas products will by force of circumstances be increased. The logical trend of economics which is borne out by statistics, is toward a greater North-and-South trade—a natural exchange of American flour, rice, petroleum products, and manufactured goods for their coffee, rubber, linseed, mahogany, tropical fruits and nuts and similar commodities not commercially produced in the United States.

With the definite trend toward manufacturing and industrialization in Texas, with the better rail facilities and freight structure, the establishment from Texas ports of new steamship lines, the cumulative knowledge of foreign trade and the "export mindedness" of our merchants, together with the impetus of a present foreign trade close to \$800,000,000, Texas can well afford to prepare for an ever growing share in American commerce. To facilitate the orderly development of this trade, and to assist the varied interests of the Texas area in sharing its economic portion, has the Bureau equipped the local Dallas Office.



ABOVE is a view of the new Cadiz Street viaduct, constructed by the McKenzie Construction Company. It will be about 3,000 feet long, will contain about 14,000 cubic yards of concrete, and will probably be finished early in 1930.

During the past sixteen years the McKenzie Construction Company has completed more than two hundred construction projects, including various types of structures. Construction companies realize that good photographs give the best record of their building progress, and also that these same photographs have a very strong sales effect in securing other building contracts.

We make progress and finished photographs for almost every large contractor and construction company in this entire section, as our equipment and thirty years' experience enable us to give them prompt and efficient service.

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NATURAL GAS



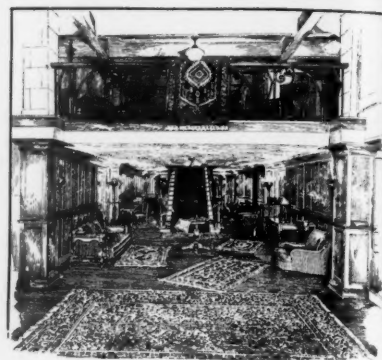
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Industry selects cities offering the greatest natural advantages. An adequate fuel supply is among the major considerations. If your community is served by natural gas, it has the foundation to build and seek industrial expansion. Manufacturers are constantly being attracted to communities in the Southwest because of the vast production of natural gas in this section . . . because they know that natural gas is cheap, clean, and flexible. Lone Star Gas Company welcomes the opportunity to co-operate with any community seeking industrial expansion.



Lone Star[★] Gas Co.

Dallas, Texas



Fine Office Furniture Shown

Office furniture display rooms equal to any in the United States have been opened by the Dorsey Company here and the public has been invited to inspect them by Henry Dorsey, head of the firm.

The company, with the cooperation of the Macey Company, has installed eight distinct offices, with complete equipment, representing various degrees of expense. It has arranged with local interior decorators and lighting experts for the complete outfitting of fine offices, including floor coverings, draperies, pictures, lights, etc.

Several thousand business and professional men have seen the display, located on the mezzanine floor of the company's building at Commerce and Poydras streets.



Jewelers Forum Changes Hands

The Southwestern Jewelers Forum, a monthly publication devoted to the retail jewelry trade in the Southwest, has been purchased by the owners of the Southwestern Retailer, which is a twenty-eight-year-old dry goods monthly also issued in Dallas.

Publication offices of the Jewelers' paper will be retained at Dallas and the same general policies established by its former Publishers, the Johnston Printing & Advertising Company, will be maintained. An advisory editorial board, comprising leading retail jewelers, will be organized to point the contents of each issue more directly toward solving the practical problems of jewelry firms.

Joe Buckingham, editor and business manager of the Southwestern Retailer, will serve also as editor of the newly-acquired paper, it was announced from offices of the Progressive Merchant Publishing Company, 812 Wholesale Merchants Building, Dallas. T. H. Green will direct the advertising staffs of both papers.

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Frank N. Watson, well known in Dallas for the past several years as one of the outstanding progressive leaders in the Associated General Contractors of Texas and the Southwest, has been made vice president and general manager of the Southwest L. E. Myers Company. He has already taken over his work in the company.

Mr. Watson has his B. A. degree from the William Jewell College of Missouri and his LL.D. from the University of Oklahoma. He served during the war as first lieutenant, and when retired to inactive duty was commissioned captain in the Air Service Reserve, which commission he still holds.

His business career has been almost spectacular in growth. He began with a private law practice in Oklahoma City, was secretary-treasurer of the W. C. Hedrick Construction Company, Dallas, then started a finance advertising service here, was appointed executive secretary of the Dallas Chapter of the A. G. C. May 1, 1924, general manager of the Texas branch in 1925, and made editor of the Lone Star Constructor, the official publication of the Texas branch, A. G. C.

During the past three or four years, Mr. Watson has contributed to the constructive policies of the Association through numerous articles in trade publications on construction and economics. He is the co-author with Ward P. Christie, Washington, D. C., of the manual for A. G. C. Secretaries.

An outstanding achievement in Mr. Watson's constructive service to the A. G. C. was his working out of the advertising and publicity campaign adopted by the national association, to be started in 1930.

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Metropolitan Life Insurance Company
The Bradstreet Company
Charles Broadway Rouss, Inc.

CHICAGO

James B. Clow & Sons
National Life Insurance Company of the United States of America

ST. LOUIS

American National Assurance Company
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DALLAS

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Give your advertising dollars a break

A Frank Message to Business Men Who Are Spending Money for Advertising

UNFORTUNATELY, most of the sellers of advertising in Dallas are sellers of space. The average business man buys space and is under the impression that he has bought advertising.

Yet, as a matter of fact, space is not advertising at all. It is only an opportunity to advertise. What goes into the space determines the impression the advertisement makes and the results it will bring.

Give *your* advertisements a break. Spend money for distinctive art work, well written copy, good engravings. Then

enhance the whole value of space, art, copy and plates by the use of good typography.

Good typography attracts attention to the advertisement, makes it easy to read, adds a touch of distinction . . . gives it a break.

Your advertising agency or advertising manager would like to use typography. He appreciates the value of distinction in the appearance of an advertisement.

Authorize its use . . . and see how much more effective your advertising can be . . . when it is given a chance.



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1416 YOUNG STREET
TELEPHONE 2-6722

This is the third of a series of editorials written by members of the Dallas Advertising League on the general subject of "Advertising" in Dallas.

GREATER DALLAS

By SID DUNKEN
Magnolia Petroleum Company

A CITY set upon a hill cannot be hid." ¶ Dallas has been in the spotlight of favorable publicity for more than thirty years. Men here have been looking forward, dreaming and planning all of these years of a great city, and, while the business men of today deserve much credit for the growth of Dallas, let us not forget the old-timers who, prior to our day were then middle aged men, laid the foundation and worked for a greater Dallas. The old Chamber of Commerce, composed of such men as Philip and Alex Sanger, John G. Hunter, L. O. Daniel, John V. Hughes, Royal A. Ferris, R. H. Stewart, W. O. Connor, and many others, some of whom have passed on to their reward while some of them are still with us, did much to create the Dallas Spirit, as evidenced by the growth of Dallas and by the Chamber of Commerce Special Good Will Trains that have carried Dallas' Good Will throughout the Southwest these many years. These ten men did great work and they handed to us a well organized and orderly machine, and it is up to us to keep this machine working.

Then came the Dallas Advertising League, organized 21 years ago and, with the spark kindled by the old Chamber of Commerce, this league of advertising men, in conjunction with the new Chamber of Commerce, have fanned this spark into a blaze.

Next the 150,000 Club, composed of business and professional men, each doing his share to make a greater Dallas. These with other business and civic clubs have been responsible for harnessing and keeping alive the Dallas Spirit which has made Dallas what she is today, and which spirit dreams and hopes for a greater city, a city that will overshadow any in the South. It is our privilege and responsibility to improve this machine and hand it to our successors a better and more perfect institution.

Well do I remember, when a youth in 1901, coming to Dallas, then a town of some 45,000 people, with its small

business houses, poorly paved and ill-lighted streets, the dinky street cars, at that time only one or two automobiles, but even at that all of these represented the best to be had in Texas, and now when riding down the well paved and brilliantly lighted streets, lined on each side with numerous high class business buildings, many of them ranging from seven to twenty-nine stories high, the streets thronged with fine automobiles and street cars second to none in America, it thrills me to know that this is my home and that I am a part of this great city. Often, when viewing the Dallas of today as compared with the Dallas of some twenty years ago, there comes to my mind the familiar quotation, "Breathes there a man with soul so dead, who never to himself hath said, 'This is my home, my native land'."

Dallas is a city set upon a hill and the Dallas spirit put her there, and the Dallas spirit will keep her there only so far as we educate the boys and youths, coming on, that Dallas is an ideal city, a city full of business and business opportunities, yet a home-loving city in which homes are surrounded and guarded by churches, schools, and universities, an ideal city in which to live and rear one's family, knowing full well that they will have every advantage for securing the higher things of life.

How shall we do this? By each man and woman living the right sort of life and setting an example

rather than preaching one kind and living another. This is a cooperative thing—a thing too big for any one man or set of men to do. We must all help by devoting a certain amount of our time to the upbuilding of our city, helping in the various work it undertakes to put across. It doesn't make any difference whether you love the work or not, if it's good for the city, do it, and you will be happier for it.

Greater Dallas has a population of some 300,000 but there are not that many within the corporate limits of the city. What does this mean to us as a city? Next year the Federal

On The Cover

The new eight story home of Titcher-Goettinger is shown on the cover of this issue. This development is but another demonstration of the gathering importance of Dallas as a retail center. In 1928 the retail business of Dallas passed the \$255,000,000 mark and 1929 promises a substantial increase over that.

In This Issue

Expanding Our Membership	7
At the Horse Show	8
Light's Golden Jubilee	9
Sport Capital of Southwest	10
Industrial Summary	11
November Conventions	11
To Aid Exporters	12
Levee District Section	13-16
Watching Dallas Grow	17
Editorials	22
What Dallas Industries Are Doing	30-31

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Pave the way for your salesmen....

ONLY 15 per cent of the average salesman's time is spent in actual selling. Consequently it is an unnecessary sacrifice if the salesman must use a part of that time in the preliminary introduction of his product and in breaking down prejudice, when all this is so easily done by printed advertising sent in advance. He then starts out with an advantage—the goods are already half sold! And eventually he will turn many more prospects into customers.

With booklets, catalogs, folders, broadsides and mailing cards, you can make buyers familiar with your company and product. Thus when your salesman calls, he can begin promptly the presentation that leads to the sale.

For years we have been producing printed advertising that stimulates selling. Among our clients are many leading concerns of the Southwest. We will be glad to detail for you the many advantages of our services. An interview entails absolutely no obligations.

We are also equipped to print high-class magazines, house organs, newspapers and all kinds of commercial work.

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7-1124

Texas Publication House, Inc.

2500 McKinney Avenue
Dallas

census will be made, and we as a city will only be entitled to and receive credit for the number of people living within the city limits. We of Dallas know that the inhabitants of Highland Park, University Park, parts of Belmont, Oak Lawn, Country Club Estates, Oak Cliff, etc., are a part of Dallas, yet when the census is made of all these people, who actually make their living in Dallas, and whose homes are protected by the Dallas fire and Police Department (as none of them have adequate protection in case of real need without Dallas "standing by"), will be left out of our population figures, and such cities as San Antonio and Houston, which have had the foresight to incorporate the outlying districts, will overshadow us in population and Dallas will not show in the Federal census as the Metropolis of Texas.

It isn't what one knows of himself that counts in publicity so much as what the world knows or believes. If we advertise ourselves in the Federal census as having, say 285,000, when as a matter of fact the people, whose business depends upon Dallas, live in large communities just across the street from the city limit lines would make our population 305,000, then we and they are actually denying our city of her just rights to the claim of 20,000 more people, and this extra 20,000 would put Greater Dallas where she rightfully belongs and is striving so hard to accomplish.

Dallas as a city of beautiful homes, both business and residential, should not permit the lower element to advertise her adversely, by putting junk yards, second-hand goods stores, etc., on the main arteries to the residential and business districts. This class of business may be necessary; so is the garbage and sewerage system, but their necessity to life does not give them license to establish such plants on main thoroughfares where visitors or newcomers can see them daily while driving down our main thoroughfares. There was a time in the West when some rich and influential men felt that because they and their neighbors knew they were influential it was not necessary to dress and look the part of a successful business man, but that day has just about passed and now the successful man dresses the part, and so it is with our city. We should clean out all eyesores and keep our city in such a presentable condition that all who see her will sing her praise, and her fame will go far and wide. In other words, while Industrial Dallas, Inc., is spending \$500,000 to bring new business and inhabitants here, let us as citizens put on a clean-up campaign and put these junk yards, etc., off on side streets so as to make our city a more beautiful place in which to live.

Cities do not just happen. They are built and there is a reason. Why are there more than 1900 national and sectional concerns that maintain sales, distribution or manufacturing branches in Dallas? Why did they not go elsewhere to establish their offices? The answer is that Dallas, the city placed upon the hill of favorable publicity, is located in the center of a territory with a twelve million population and an annual buying power of over six billion dollars. It is because Dallas has ample railroad facilities to give to this territory a speedy freight and passenger service. Within a radius of 300 miles of Dallas is located the bulk of population and wealth of the Southwest. Dallas, the third city in telegraph business in the United States, a city that has more telephones and automobiles per capita than any city in the United States, a city that leads the Southwest in financial matters, a city whose business is ruled by progressive men, offers to the business men of the nation an opportunity to establish a business headquarters where success is assured. Thus the city advertises itself to the world. Many of her sons have been called to larger fields in the commercial world and they have made good. Practically twelve months of fine balmy weather makes this city a place where business men, when necessary, can get away from their desks for a few hours each day, if needs be, and enjoy the healthful game of golf. With its many fine clubs and municipal courses any type of men can play. Then too, its elegant theatres offer the nation's best in pictures and vaudeville.

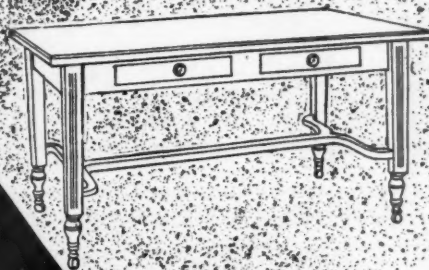
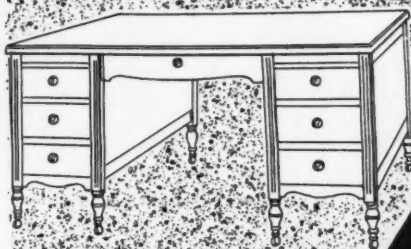
Advertise Dallas! Yes, that's what we should do, and a good way for the average citizen to do this is to speak well of his home city, to help in all of the civic work he can with both his money and time. If we will but do that, Industrial Dallas, Inc., will tell the world of our many advantages and many thousands of people will begin to come to Dallas to live.

Truly, as the prophet of old has said, "A city set upon a hill cannot be hid," and Dallas is such a city.

New Autocar Dealer

The Autocar Company, motor truck manufacturers of Ardmore, Pa., have appointed The Auto Truck Service Company, 2701 Main Street, Dallas, Texas, as official Autocar dealer for a territory of 12 Texas counties in the Dallas district. The new dealer operates from the same address as the former Autocar Direct Factory Branch at Dallas.

DALLAS



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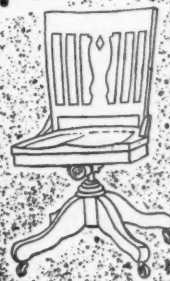
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good job done. • It may be a slogan, like "it floats" or
"fore!" It may be a happy symbol, like Governor Smith's
brown hat of hard-felt memory. • Or a new use for an old
product... though we ourselves do not attend the halitosis
school of advertising thought. • Or it may simply be a
treatment of copy and illustration that will reflect the char-
acter and individuality of your product. • Finding the Big
Ideas and using them to our clients' advancement is one of
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